## III. In the Drawings

The Applicant hereby submits re-drafted versions of Figures 2, and 4A-4B to replace the previous versions of these Figures.



Knowledge Module 170 Advertisement Global Content **Publication Profile** Hole **Profile** Information **Profile** Information 20105 20103 20107 Content Profile Information - 20101 Specific Advertisement Global Advertiser Profile - 20205 Profile - 20203 Advertising Profile Information - 20201 Reader Profile Information - 20301-**Descriptive Data Descriptive Data** 20307 20307 **Desired Data Desired Data** 20309 20309 **Denied Data Denied Data** 20311 20311 **Voluntary Profile Behavior Profile** Information - 20305 Information - 20303

Fig. 2

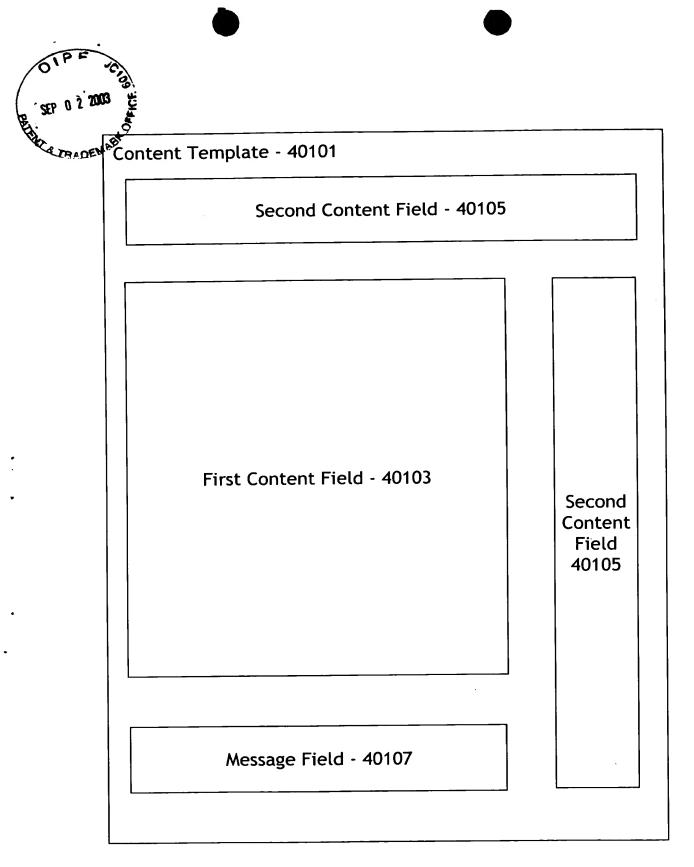


Fig. 4A



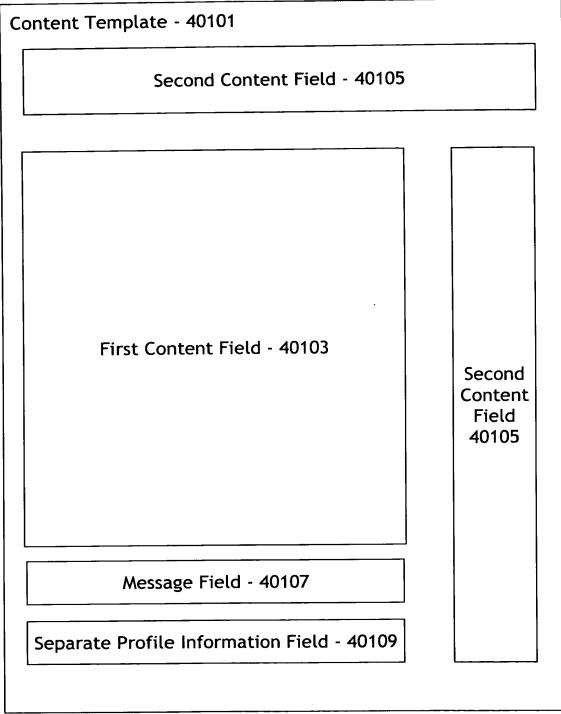


Fig. 4B